



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA103  
**COURSE TITLE** : BUSINESS COMMUNICATION  
**SPECIAL REQUIREMENTS** : **No special requirements**  
**DURATION** : 3 Hours  
**LEVEL** : 1.2  
**DATE** :

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

### **Question 1**

Using practical examples discuss the characteristics of formal and informal communication illustrating how these impact on effective communication [25 marks]

### **Question 2**

- a) When delivering presentations, some speakers prefer using visual aids. Discuss the benefits and limitations of using visual aids when presenting. [10 marks]
- b) Illustrate how speakers can effectively use visual aids. [15marks]

### **Question 3**

Critically discuss any five forms/types of non-verbal communication illustrating why it is important for people within an organization to understand these non-verbal cues. [25 marks]

### **Question 4**

- a) Critically discuss the major intercultural communication barriers. [20 marks]
- b) Suggest strategies of addressing these barriers. [5 marks]

### **Question 5**

Oral communication is very important for interpersonal relationships within organisations. Critically assess the positive and negative implications that oral communication has to effective communication. [25 marks]